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ABSTRACT

Nippon Hoso Kyokai (NHK), the Japanese Broadcasting Corporation, operates two public television, two medium wave radio and one VHF-FM public radio networks. NHK derives its support from receiver fees. Under the 1950 Broadcast Law which established NHK as a public broadcasting organization the Prime Minister appoints NHK's Board of Governors and the National Diet approves its budget. The government is restrained under the law from interfering with programing, however. NHK broadcasting standards are supplemented by extensive public surveying in making programing determinations. News, educational, cultural and entertainment programs plus special documentaries are presented over NHK stations. NHK's overseas system broadcasts in 21 languages. The network operates a Radio and TV Culture Research Institute and a Public Opinion Research Lab in addition to technical research division. Since 1972 NHK has had a budget deficit. New management techniques and higher fees have recently been instituted. Appendixes to the corporation report include public opinion data, technical descriptions, and a brief history of NHK. (KB)

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THIS IS NHK 1976-77

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U.S. DEPARTMENT OF HEALTH, EDUCATION & WELFARE
NATIONAL INSTITUTE OF EDUCATION

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BROADCASTING IN JAPAN

Broadcasting System

Radio broadcasting in Japan was begun in 1925 by the Tokyo Broadcasting Station, a corporate juridical body which later became Nippon Hoso Kyokai (NHK – Japan Broadcasting Corporation). The radio network was gradually expanded to cover the entire nation, and broadcasting became part of everyday life in Japan.

In 1950, when Japan was working toward democratization after World War II, the new Broadcast Law was enacted. This is an important law that cannot be ignored when discussing Japan's broadcasting and its system. It was under this law that NHK made a fresh start as a special juridical body for broadbased public broadcasting on the basis of income from receivers' fees. This law also recognized the establishment of private or commercial broadcasting enterprises operating on the basis of income from advertising. Since that time, Japan's broadcasting has been functioning under this dual system, with NHK and commercial broadcasters operating in parallel.

The concept of this system, which is peculiar to Japan, aims at providing high-quality broadcasting for the people as a result of fair competition between public and private broadcasting organizations, with the advantages of both.

In 1953, NHK began television broadcasting, soon followed by the private companies. Thus the number of broadcasting stations rapidly increased, and television sets became common in Japanese homes as the nation achieved rapid economic growth. With the advance to color television, most Japanese became regular television viewers.

Broadcasting thus came to have a powerful influence on the public, and thus it was recognized as an important means of raising the cultural level of the Japanese people.

For example, in the Tokyo area, people can tune in not only to the NHK General Television Service (GTV) and its Educational Television Service (ETV), but also to five commercial television stations. In radio broadcasting, they can tune in to three medium wave and one VHF-FM commercial stations in addition to NHK's Radio 1 and 2, and VHF-FM broadcasting networks. For Japan as a whole, NHK's GTV and ETV and commercial broadcasters each operate more than 2,000 television stations – for a total of over 6,000 – in order to cover the entire mountainous nation.

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The Influence of Television

According to a 1975 survey by NHK, 93 per cent (95 per cent on Sunday) of the Japanese people watch television at least once a day, and the average viewing time per person is 3 hours 19 minutes a day (4 hours 11 minutes on Sunday).

Average televiewing time	Weekday	Saturday	Sunday
1965	2 hrs. 52 min.	3 hrs. 1 min.	3 hrs. 41 min.
1970	3 hrs. 5 min.	3 hrs. 7 min.	3 hrs. 46 min.
1975	3 hrs. 19 min.	3 hrs. 44 min.	4 hrs. 11 min.

In the same survey, those who said that television was useful to their home management and social life totalled as high as 96 per cent. The great majority said that television has a desirable cultural and educational influence, allowing greater understanding of overseas conditions, spreading new ways of thinking, and conserving the traditional culture of Japan.

When the respondents were asked which media they would prefer for obtaining news, about two-thirds of the total picked television. This is more than twice the number of those who indicated newspapers as their preferred source.

Television	64%
Newspapers	25
Radio	10
Conversation	1
Listen to wire broadcasting	0
Weekly magazines	0

These survey results clearly show how much the Japanese people depend on television as an information source.

4

NHK: JAPAN'S PUBLIC BROADCASTING ORGANIZATION

NHK, the only public broadcasting organization in Japan, operates networks that cover the entire nation. It thus exerts far-reaching influence on the Japanese people, and care must be taken that NHK will not be used for political purposes by the government or for business purposes by private enterprises. Its programs must accord with the opinions and needs of the general public. As will be discussed later, NHK has a number of institutional guarantees, such as freedom of speech and stable financial sources, to achieve the above purpose.

NHK, as a self-governing public broadcasting organization, is protected by law so as to be independent of all political authority. Japan fell victim to excess nationalism in the past, and this plunged the nation into disastrous war. But then, embracing democratic principles after the war, the Japanese people were determined not to repeat the bitter experience of restrictions on basic freedoms of speech and the press.

NHK was thus guaranteed, under the 1950 Broadcast Law, freedom of expression in broadcasting, and was directed to "conduct broadcasting for the public welfare in such a manner that its programs may be received all over Japan." The Broadcast Law outlines the following as the fundamental tasks of NHK:

(1) To broadcast well-balanced, high-quality programs in the fields of news reporting, education, culture and entertainment in order to meet the various needs of the people;

(2) To undertake construction of broadcasting stations even in remote mountainous areas and isolated islands to bring broadcasting to every corner of the country;

(3) To conduct research and investigation necessary for the progress and development of broadcasting, and to make public the results thereof;

(4) To foster correct understanding of Japan by introducing this country's culture, industries and other aspects through the overseas broadcasting service; also, to provide international cooperation, such as program exchange and technical aid, for overseas broadcasting organizations.

Management

In order that NHK can maintain autonomy of management in close relation to the general public without being influenced by special interests, the Broadcast Law provides the following detailed provisions for NHK's management, programs, personnel affairs and finances:

- Board of Governors and Executive Organ

NHK's Board of Governors determines basic policies on such matters as revenue and expenditure, the project schedule and program compilation. The governors are selected from various fields and districts, and their appointments are made by the Prime Minister with the consent of both houses of the National Diet.

The highest responsible person of NHK, the President, is appointed by the Board of Governors. The President in turn appoints the vice-president and directors with the consent of the Board of Governors. The President officially represents NHK and presides over its management.

- Deliberations at the National Diet

NHK's budget and project schedule for each fiscal year are reviewed and debated at the Diet and must obtain parliamentary approval. In addition, a business report and account settlement for each fiscal year must be submitted to the Diet.

These procedures are aimed at minimizing direct supervision by and participation of the government bureaucracy in NHK's affairs, allowing NHK to operate in accord with the wishes of the public, through a review of NHK's business operations by the people's elected representatives at the Diet.

- Freedom of Program Compilation

In order to assure freedom of program compilation, the Broadcast Law provides that "broadcast programs shall never be interfered with or regulated by any person, excepting the case where he does so upon the powers provided for by law."

- Receivers' Fee System

Enormous funds are needed to provide a rich variety of programs. Yet NHK receives no funds from the government; its entire expenses are met by equitable receivers' fees. Thus the public itself can be said to support NHK's operations.

NHK collects these receivers' fees on its own. It is this receivers' fee system that enables NHK to escape government control and to present balanced educational, cultural, news and entertainment programs meeting the diverse needs of the people without regard to program ratings.

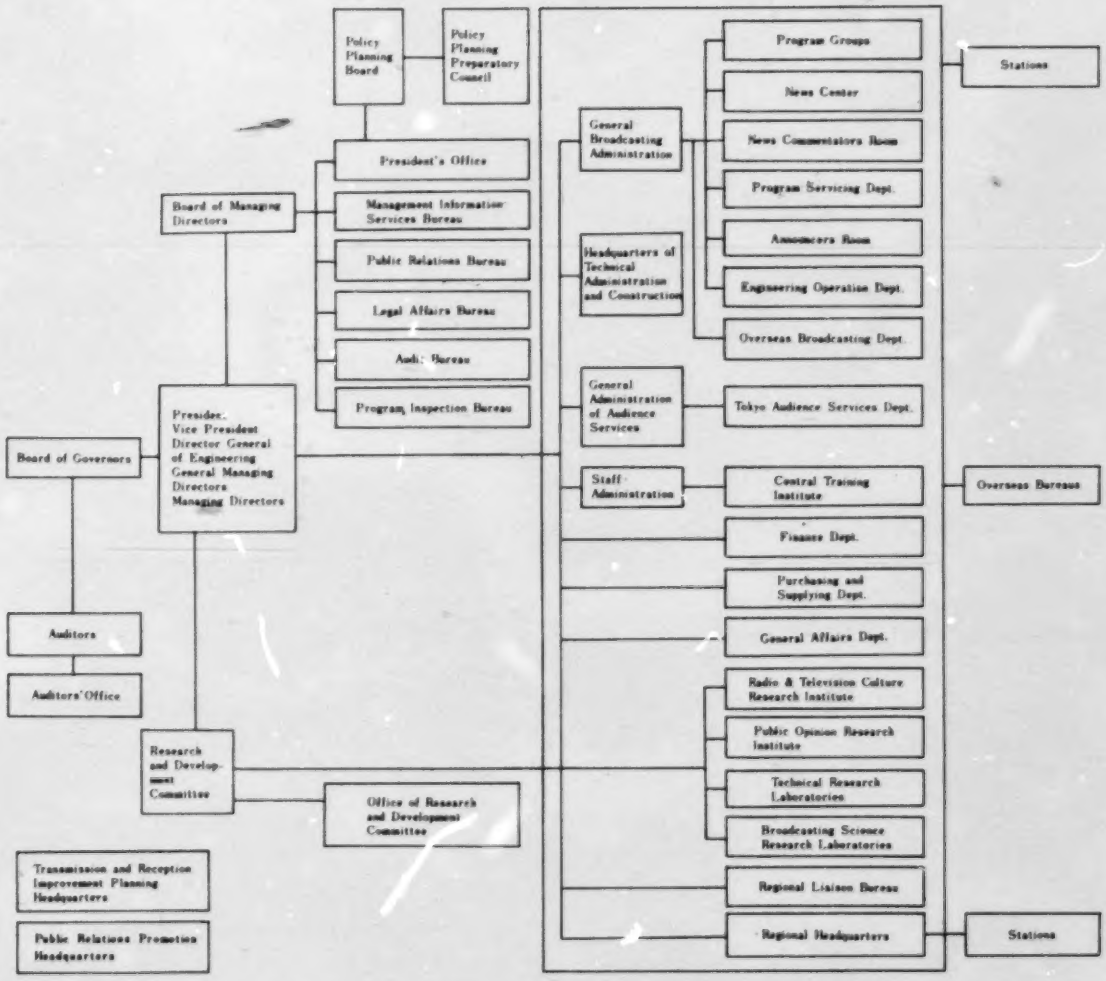
The characteristics of NHK described above aim at using broadcasting most effectively for the benefit of the people and at keeping it free from government control and economic interests. This system – the public system – is believed to be the best for accomplishing the above purposes.

Business Organization

Day-to-day business activities of NHK are carried out by four major departments; General Broadcasting Administration, Headquarters for Technical Administration and Construction, General Administration for Audience Service, and Staff Administration. The planning and drafting of management policies are carried out by the general staff section which consists of six bureaus. There are also various other divisions with specialized duties, such as the Finance Department and General Affairs Department.

With its central headquarters housed in Tokyo's Broadcasting Center, NHK also operates seven regional headquarters and 64 local stations, along with a large number of rebroadcasting and translator stations, all linked up to form a nationwide broadcasting network. Research and development activities are undertaken at NHK's own institutes and laboratories. NHK also maintains overseas correspondent bureaus in 20 major cities throughout the world.

ORGANIZATION CHART OF NHK
(as of August 1976)



BROADCASTING CENTER

The NHK Broadcasting Center in Shibuya, Tokyo, is the vital core of NHK's nationwide and overseas activities.

The construction of the Broadcasting Center was started in 1963 in order to meet the broadcasting requirements of the 1964 Olympic Games in Tokyo. The Center was expanded thereafter and finally completed in 1973, when all NHK's broadcasting facilities and offices were concentrated at there. The Broadcasting Center, built on a site of 82,000 square meters, is a 23-story building with two large eight-story wings. With a total floor space of 176,000 square meters, it houses all the program production, transmission and administrative operations of NHK in Tokyo. Program production and transmission facilities are concentrated in the two wings, while the administrative offices are located mainly on the highest floors. Twenty-two television studios and 23 radio studios with related program production facilities and program transmission equipment for each network are so arranged as to allow the most effective program production and transmission. Operations are facilitated by NHK-TOPICS (Total On-line Program and Information Control System), which is a fully computerized system for aiding program production and automatic program transmission. NHK now produces some 1,700 programs a week, including those for both television and radio. The production of these programs of course requires diverse facilities and close cooperation of many staff groups, with efforts made to achieve originality in each and every program. To ensure smooth and effective production work, rapid and accurate information processing and exchange are essential. In TOPICS, such items of information as time-schedules, requirements for production facilities, and the necessary number of staff are processed and sorted and then sent directly to the related departments by the computerized system on a real-time basis. TOPICS consists of two sub-systems: (1) SMART (Schedule Management and Allocating Resource Technique) which arranges the necessary schedule for each program production and other relevant matters, informs the groups of the staff concerned, and automatically allocates facilities and equipment for each program; (2) ABCS (Automatic Broadcasting Control System) which carries out the automatic switching and controlling of production and transmission equipment. Since its introduction in 1968, TOPICS has played a pivotal role in NHK's broadcasting activities.

NHK Hall, located next to the Broadcasting Center, is a multi-purpose auditorium with a seating capacity of 4,000. It is designed to present operas, concerts and other public performances. The architectural acoustics of the Hall were designed by NHK Technical Research Laboratories. The Hall is fully equipped with advanced theatrical facilities, including a computer-controlled stage lighting system, as well as with complete broadcasting facilities for television and radio. Several live or recorded audience-participation programs are produced here every week, and many public performances by artists from abroad, as well as monthly concerts by the NHK Symphony Orchestra, are also given at the Hall.

PROGRAMS

NHK has established the Standards of Domestic Broadcast Programs under the advice of the Central Broadcast Program Council, which is composed of persons of learning and experience appointed by the President with the consent of the Board of Governors. These standards, with the following principal objectives, serve as day-to-day guide in program production: (1) to contribute to achieving the ideal of world peace and to the happiness of mankind; (2) To respect fundamental human rights and effectively promote the spirit of democracy; (3) To promote the elevation of human character, higher cultural attainments, higher sentiments and ethics, and rational thinking; (4) To help preserve Japan's traditional culture and to foster and disseminate new cultural achievement; and (5) To maintain the authority and dignity of public broadcasting and to meet the expectations and needs of the public.

NHK also adopts basic plans for each year's domestic broadcasting programs. (For the basic plan for 1976, see page 28.) These plans serve as a basic for programming and the planning and production of individual programs.

In programming, the results of four scientific surveys (namely, the people's time budget survey, the program opinion survey, the program rating survey and the public opinion survey, all undertaken by the NHK Public Opinion Research Institute) are used as basic data for compiling programs which will better meet the requirements of as many citizens as possible.

NHK's domestic broadcasts are presented over five networks, including two television, two medium-wave radio and one VHF-FM to offer the public a wide range of choice.

General TV and Radio 1 Networks: In these services news, cultural and entertainment programs intended for the general audience are the leading items. While presenting such programs under well-balanced scheduling, these two networks also take care of local services. All programs on GTV are presented in color.

Educational TV and Radio 2 Networks: These two services deal mainly with educational programs, especially for school broadcasting. ETV presents color programs for an average of 14 hours a day at the end of fiscal 1976. (See page 28.) Program compilation for the two television networks is flexible. For instance, a cooking lesson presented on GTV in the morning for stay-at-home housewives is repeated on ETV in the evening for working housewives.

FM Network: Full advantage is taken of the high sound quality and limited service area to present many stereophonic music programs, and local programs.

Each program undergoes review by NHK's program monitoring staff, and audience reactions are collected from panels of listeners and viewers recruited by public invitation.

News Programs

NHK's news programs provide the nationwide audience with an accurate and objective information service. These news programs not only follow current events stage by stage but also analyze background information and the main issues involved. Some 1,000 reporters and news cameramen based in NHK's broadcasting stations throughout Japan, 19 Tokyo-based news commentators, and 41 foreign correspondents deployed in 20 major cities throughout the world devote themselves to providing rapid and comprehensive service for both radio and television.

Regularly scheduled news reports are presented eleven times on GTV between 6:00 a.m. and 11:00 p.m. each weekday. The major news reports are presented at 7:00 a.m., 12:00 noon and 7:00 p.m. On the Radio 1 Network, news is presented every hour on the hour. News is also presented on the VHF-FM service.

In addition to these regular news transmissions, GTV presents a morning news and features show "Studio 102", and an evening "news magazine" program, "News Center 9 p.m." These programs offer vivid and flexible coverage of current topics.

NHK's news programs naturally serve as a valuable source of information. The following table indicates the news sources the Japanese people use for obtaining information.

News Sources	Regular news	News on major events	Information on typhoons, traffic strike etc.
NHK TV	81.6%	85.8%	83.7%
Commercial TV	47.4	42.8	41.8
Newspaper with nation-wide circulation	46.5	41.5	29:2
Local newspaper	29.3	24.0	17.5
NHK radio	13.0	9.1	22.1
Commercial radio	12.4	7.8	14.6
Others	1.3	1.2	1.4

Side by side with these news reports, film documentaries and discussion and interview programs deal with questions of nationwide interest, such as environmental pollution, traffic safety, energy resources, food supply and economic problems.

In the case of an earthquake or typhoon, NHK is obliged to broadcast accurate information to help ensure the safety of the general public. Such activities by NHK in emergencies are designated under the Basic Law for Measures against Disasters.

It is another duty of NHK to relay parliamentary debates over its television and radio networks in order to inform the public and thus help build a sound basis for Japan's democracy.

At times of parliamentary elections, each candidate broadcasts his political views from NHK's stations in each electoral district. Election returns are speedily and accurately broadcast by making full use of a computer system.

- Local Broadcasting

The local service on GTV presents mainly prefectural news, information and topics of local interest. Local services on the Radio 1 and FM Service present similar information along with music. Traffic information and weather forecasts are also important items valued by the listeners.

- Sports Programs

Sports programs are presented for an average of 450 hours a year on television and 500 hours on radio. The most popular sports such as baseball and sumo wrestling are given priority, with special attention also paid to the promotion of amateur sports.

Educational Programs

Programs for school education and adult education broadcast over nation-wide networks are an effective means of equalizing educational opportunities. For this purpose NHK has been expanding its social education programs by presenting lectures and courses on a wide range of subjects. In 1931, NHK inaugurated its Radio 2 Network for the purpose of presenting chiefly educational and cultural programs. In 1959, NHK also established its ETV and began broadcasting organized series of educational programs.

NHK now presents school broadcast programs intended for kindergarten, primary school, junior high school and senior high school use on its ETV and Radio 2 Networks. High school correspondence courses and other related educational programs are also compiled for these services. For adult education, NHK broadcasts citizens'

university courses. In addition, NHK compiles programs for specific audiences, such as language courses, vocational programs and programs for pre-school children, and presents them at the times most convenient for the respective audiences. NHK also pays careful attention to programs for the physically handicapped; its programs for the blind, the deaf and the mentally retarded are designed to take full advantage of the special qualities of radio and television.

All these educational programs are prepared in accord with long-range and systematic planning by the various production groups in charge. Accompanying textbooks are also available to supplement the NHK educational broadcasts.

Ratio of NHK's school program utilization

	Total Number of Schools	TV utilization rate	Radio utilization rate
Kindergarten	12,685	81.7%	29.0%
Primary School	24,606	92.5	33.2
Junior High School	10,802	41.3	34.6
Senior High School	4,514	49.8	41.3

Cultural Programs

NHK's cultural programs cover a wide range of subjects including history, art, international politics and trends of opinion, and new developments in science and technology, as well as practical information closely related to daily life.

Agricultural and fishery programs provide information on the latest farm and fisheries management methods and the problems attending them, as well as on practical everyday farming and fishing.

A wide variety of business information from common problems in workshops to trends in the international economy are provided in industrial and economic programs. In addition, these present information useful to shopkeepers and those in small and medium-size enterprises.

Medical and health programs present medical information necessary for the home, and pointers on caring for patients who need long-term medical treatment.

Programs for women include news commentaries for housewives, such as those on commodity prices and children's educational problems, as well as cooking, tea ceremony, and flower arrangement. There are also cultural programs on literature, art, and science.

Such problems as environmental pollution or traffic accidents are dealt with from a scientific viewpoint in order to show how nature and technology should co-exist to promote a wholesome environment. Nature programs include those on wild life both in Japan and overseas. One long-term series introduces seasonal changes in Japan by concentrating on flora and fauna throughout the country.

Entertainment Programs

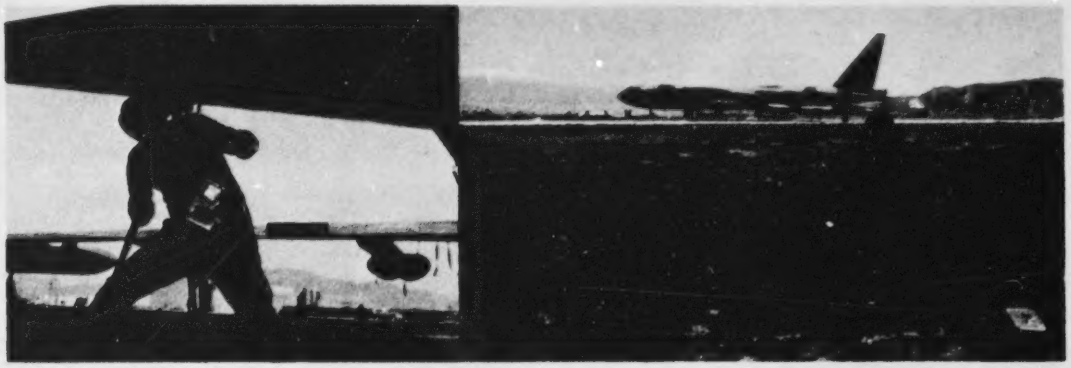
NHK's entertainment programs are based on the goals of (1) bringing excellent entertainment arts into Japanese homes, thereby enriching the cultural life of the people, (2) preserving Japan's traditional entertainment arts and furthering their development, and (3) developing new artistic fields suitable for the distinctive characteristics of broadcasting.

- Dramatic Programs

Among NHK's teleplays, the best known are a daily 15-minute serial, depicting the courageous lives of ordinary people, produced on the basis of materials from everyday life, and a major year-long historical drama series presented every Sunday evening. The stars of these programs frequently become national idols, while the localities that have served as their settings often become tourist attractions. In addition, NHK's non-serial dramas, often written by Japan's noted playwrights, have won prizes at contests held in Japan and abroad. A number of Japan's major writers have started their careers with broadcast scripts, and they usually continue to write scripts even after they have become highly successful in the literary world.

- Classic Arts Programs

The classic arts of Japan, such as the kabuki plays, noh dramas and bunraku puppet shows, continue to be performed frequently in Japan today, but it is true that they have become less popular than before. NHK's programs provide many opportunities for preserving such entertainment arts for future generations.



- Light Entertainment Programs

NHK's established popularity is largely due to its well-produced entertainment programs as well as to its dramas. Quiz programs, light comedies and popular modern songs always draw a large audience. The most popular of such programs is the "Grand Musical Parade" televised on each New Year's Eve. This program annually enjoys ratings as high as 75 to 80 per cent. Another program which has been a favorite for many years presents life styles and folksongs of various parts of Japan.

- Music Programs

NHK's contribution in making a wide variety of music familiar throughout Japan since the start of radio transmission can hardly be overemphasized. Lovers of music ranging from Gregorian chants to electronic music and from Dixieland to rock may well be considered NHK lovers. NHK has done much to promote the work of contemporary Japanese composers by presenting and even commissioning their works. There is also an enthusiastic audience for the program series that presents folksongs of the world as on-the-spot recordings taken by NHK's own coverage teams, or supplied by overseas broadcasting organizations.

Special Programs

Just as joint research efforts are needed in the academic world in order to challenge complex problems, so the collaboration of experts in diverse fields is required in dealing with programs on major themes. NHK takes particular pride in its special programs created through the joint efforts of producers of dramatic programs, experts on news documentaries, and educational broadcasting specialists. These include "The Meiji Era," a dramatized documentary series probing into the early stages of Japan's modernization; "Our World in the 1970's," a series combining film clips and studio discussions to explore the problems of resources, human relations, education, environmental pollution; and "The Cultural Legacy for Future Generations," a series of documentaries faithfully presenting relics of human achievements found throughout the world.

ENGINEERING AND FACILITIES

All NHK's broadcasting services – from their production through transmission to final reception in every home in this country – are entirely supported by NHK's extensive engineering experience obtained in the broadcasting field over the past fifty years.

PRODUCTION TECHNIQUES

Besides the fully-equipped video and audio production facilities at the Broadcasting Center in Tokyo, NHK maintains a number of color television studios and outside broadcast facilities at its seven regional headquarters and at many of the local stations.

Regular items of equipment for television production at a major local station include a studio with two color television cameras, a video tape recorder, a set of telecine equipment, outside broadcast van with two color television cameras, a video tape recorder and a microwave transmitter/receiver. The studio and van are also equipped with complete audio facilities.

Such equipment allows every NHK station to produce radio and television programs to meet local needs as well as to contribute to NHK's nation-wide broadcasting networks.

NETWORK OPERATIONS

The Technical Operation Center (TOC) at the Broadcasting Center is the hub of NHK's network control. Daily program transmissions on the television, radio and FM networks from the Broadcasting Center are automatically controlled at TOC, supported by the computerized ABCS. (See page 8.) Regular transmission of programs to the network according to a pre-determined time schedule is the work of the Transmission Control Room, where program monitoring and the emergency operations are also carried out. In the Transmission Control Room, along with the picture monitors, there are visual displays which indicate the programs, time schedule, and program sources of each network. Besides the operation console, there are a number of video tape recorders and automatic audio tape players which play-back the recorded programs to supply the network, under a control of a process computer.

One of the remarkable functions of ABCS is network switching. Network switching of each program media – both video and audio – is executed by a group of special control signals superposed on program signals. The switching system at every local NHK station is operated by these control signals received through the network.

TRANSMITTING AND RECEIVING TECHNIQUES

In AM and FM radio broadcasting services, 173 transmitting stations for Radio 1, 141 for Radio 2 and 454 for VHF-FM together cover all of Japan. Programs for medium-wave radio are mainly distributed by land-lines to the transmitters. However, in the case of VHF-FM, stereophonic programs are distributed to major stations by means of recorded tapes and then relayed to smaller transmitters and translators by radio waves.

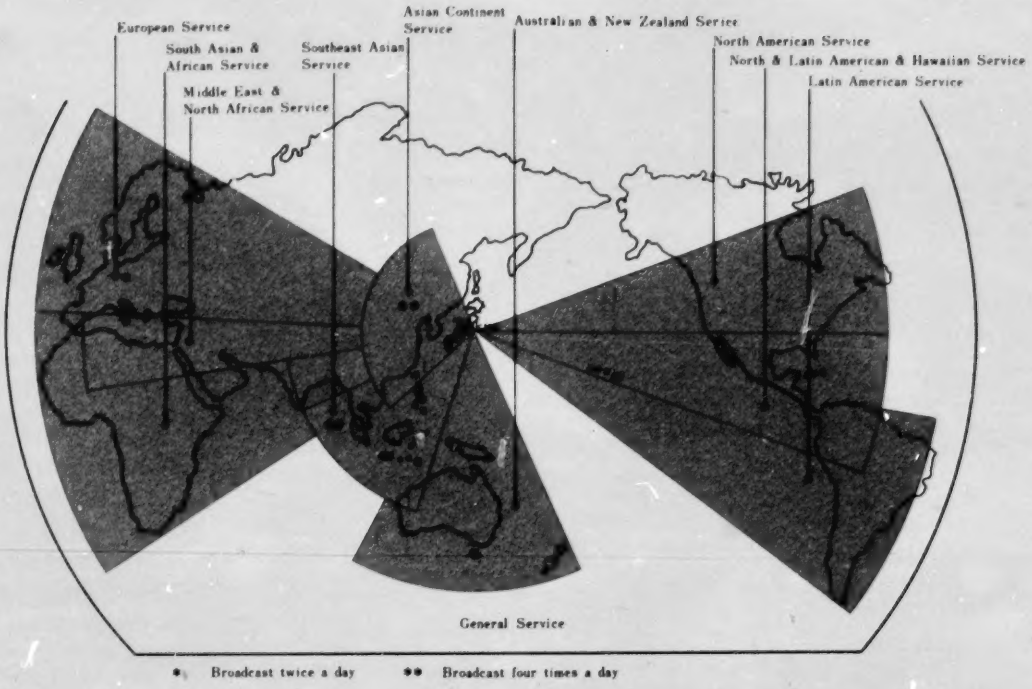
Television networks, the General and the Educational, consist of groups of main transmitters and translators, with an output power ranging from 50 Kw in metropolitan areas to less than 0.1 w in small, sparsely populated communities. The transmitters and translators total 2,296 for the General and 2,252 for the Educational networks respectively; all of these operate unattended. (all figures as of March 1976)

Due to characteristics of the signals in the VHF and UHF range, the service area of a television station is limited by terrain features. Providing all of mountainous and densely populated Japan with television service is the most formidable task to which NHK is obliged by law. NHK is constructing some 200 relay stations a year both for General and Educational networks to extend its services to areas still having reception difficulties. For remote areas, NHK has developed television translators with solid-state circuitry, which assure high reliability and long-term durability. Also, in sparsely populated areas NHK adopts the common antenna cable television receiving system (CATV).

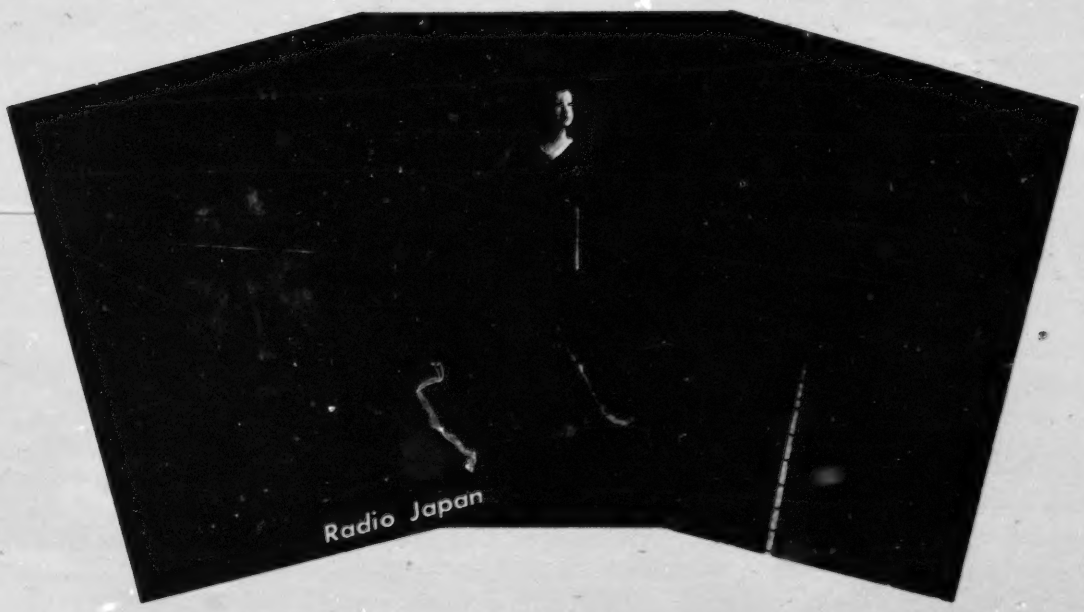
NHK's engineering specialists deal with reception as well as transmission. In cooperation with electronics manufacturers and dealers, NHK tries to spread technical knowledge for better broadcast reception. NHK thus organizes technical courses to improve the skills of dealers and repair technicians throughout Japan. NHK is also dealing with reception difficulties in urban areas where high-rise buildings and numerous sources of electrical noise interfere.

OIL

RADIO JAPAN COVERS THE WORLD



*: Broadcast twice a day **: Broadcast four times a day



Radio Japan's verification Cards

OVERSEAS SERVICE

NHK's overseas broadcasting service, known as "Radio Japan," was begun in 1935. Today Radio Japan broadcasts in 21 different languages with a total daily transmission of 37 hours. Broadcasting is carried out through two services; the General Service presenting throughout the world mostly news and commentaries of general interest both in Japanese and in English, and the Regional Service designed for specific areas.

NHK is required by law to maintain this overseas service with the basic purposes of promoting better international understanding by presenting a wide range of information about Japan, and to provide news and entertainment for Japanese living abroad.

The widespread appreciation of Radio Japan's programs by overseas listeners is illustrated by the some 60,000 letters and reception reports which Radio Japan receives from them every year.

Radio Japan Transmission Schedule

GENERAL SERVICE

(As of Apr. 1976)

00:00–00:30	04:00–04:30	08:00–08:30	12:00–12:30	16:00–16:30	20:00–20:30	English & Japanese
01:00–01:30	05:00–05:30	09:00–09:30	13:00–13:30	17:00–17:30	21:00–21:30	
02:00–02:30	06:00–06:30	10:00–11:00	14:00–15:00	18:00–18:30	22:00–22:30	
03:00–03:30	07:00–07:30	11:00–11:30	15:00–15:30	19:00–19:30	23:00–24:00	

REGIONAL SERVICE

TRANSMISSION	TIME (GMT)	LANGUAGE
Middle East & North African Service	19:45–21:15	Arabic (30') English (30') French (30')
North American Service	23:45–00:45	English (60')
North, Latin American & Hawaiian Service	01:00–03:00	Japanese (30') English (60') Spanish (30')
European Service (1)	06:30–08:30	Swedish (15') Italian (15') German (30') French (30') English (30')
European Service (2)	18:00–19:30	German (30') English (30') Russian (30')
Latin American Service	09:00–11:00	Japanese (60') Portuguese (30') Spanish (30')
Australian & New Zealand Service	09:30–10:30	English (60')
Asian Continent Service (1)	12:30–13:45	Russian (30') Chinese (45')
Asian Continent Service (2)	22:45–23:30	Chinese (45')
Asian Continent Service (3)	09:00–09:45	Korean (45')
Asian Continent Service (4)	21:45–22:30	Korean (45')
Southeast Asian Service (1)	10:00–10:45	Chinese (45')
Southeast Asian Service (2)	10:45–12:15	Indonesian (30') English (30') Malay (30')
Southeast Asian Service (3)	12:00–15:15	Burmese (30') Vietnamese (30') French (30') Indonesian (30') Thai (30') Chinese (45')
Southeast Asian Service (4)	23:00–23:30	Vietnamese (30')
South Asian & African Service	14:30–17:30	Bengali (30') Hindi (30') Urdu (30') Swahili (30') English (30') French (30')

INTERNATIONAL ACTIVITIES

International Cooperation

NHK maintains close relations with broadcasting organizations overseas and the international broadcasting organizations in various regions through its varied activities to promote the progress of broadcasting throughout the world.

By exchanging television and radio programs, NHK introduces Japan and its people to audiences in other countries, in order to advance mutual understanding, as well as to obtain programs exchange to add variety to its domestic services. The steadily growing number of current issues and events of international importance has led to the increased exchange of news materials and programs via satellite transmission.

NHK is an active member of several international broadcasting organizations. Through mutual cooperation with their members, NHK endeavors to advance common interests and to promote inter-organization relations. NHK has been a full member of the Asian Broadcasting Union (ABU) since this group was organized in 1964, and had helped prepare for its establishment since 1957.

NHK also participates in the technical cooperation programs sponsored by the Japanese government, and extends active assistance to the broadcasting organizations in developing countries.

Specialists from NHK are sent to such countries to help in constructing television and radio networks, equipping studios, giving guidance in program production, and in training staff. NHK also offers every year training courses at its Central Training Institute for trainees from these countries.

Japan Prize Contest

In 1965, to commemorate the 40th anniversary of the start of radio broadcasting in Japan, an international competition known as The Japan Prize International Educational Program Contest was established to promote improved broadcasting. It is the first and the only international competition specifically for educational programs in radio and television.

The Contest is for programs from school broadcasting and other educational series on all levels of primary, secondary and adult education, and it is open to all broadcasting stations and groups of broadcasting organizations from a country or a territory that is a member or associate member of the International Telecommunication Union (I.T.U.), which are authorized to operate a broadcasting service by the competent authority. The winning programs are selected by an international jury whose members are chosen each year from among the participating organizations and noted scholars and specialists in educational mass communication.

RESEARCH AND SURVEYS

NHK has its own institutions for research in the fields of culture and engineering related to broadcasting. These institutions carry out organized and systematic studies aimed at the enrichment of present and future broadcasting. The results achieved through such activities are used to improve the quality of NHK's own programs and to raise the standard of its broadcasting techniques, and are also made available to the public in line with NHK's policy of contributing to social, cultural and scientific progress.

RADIO AND TELEVISION CULTURE RESEARCH INSTITUTE

The Radio and Television Culture Research Institute of NHK was founded in 1946. A number of research projects are now in progress at this Institute, including analysis of the use and effects of school broadcasts, and the audience attitudes toward broadcasts. Furthermore, since NHK is trying to promote through its broadcasting the accurate use of spoken Japanese, the Institute carries studies on the language and its correct usage for broadcasting with the collaboration of the Broadcasting Language Committee.

The Institute also gathers information on broadcasting, both domestic and foreign, in order to analyse current and future trend.

An exact analysis of social impact that broadcasting produces, is another subject studied at the Institute. The inherent characteristics of broadcasting and its social functions are analysed systematically.

With abundant historical data and materials, the compilation of the history of broadcasting in Japan is also in progress at the Institute. The Institute has its own special library on broadcasting, where tapes and films of important events, on prominent people and of vanishing folklore, are collected and preserved. On the occasion of the 30th anniversary of NHK in 1956, a museum was set up at the Institute, which was built on the site of the first radio studios ever operated in this country. This displays historical materials showing the progress of broadcasting, and attracts some 70,000 visitors each year.

PUBLIC OPINION RESEARCH INSTITUTE

The nation wide Time Budget Survey is conducted every five years by the Public Opinion Research Institute of NHK. The survey is made to analyse how indivisual Japanese spend the 24 hours of each day. The results become a fundamental factor in program compilation and other business planning of NHK, as well as essential data for various studies in sociology. Other systematic surveys by the Institute include program ratings, public preferences regarding programs, and public opinions on important national issues, all by means of personal interviews. NHK is one of the very few broadcasting organizations undertaking such large-scale surveys on a regular basis.

TECHNICAL RESEARCH LABORATORIES

Established in 1930, the NHK Technical Research Laboratories are active in every phase of broadcast engineering, from production studios through broadcasting transmitters to receivers at home.

The Laboratories carry out fundamental studies to improve current broadcasting techniques, and to develop new technology for broadcasting in the future. Research is in progress on television pick-up tubes, color television cameras, television tape recorders and other broadcasting equipment. Other areas of study include super high frequency techniques, acoustic engineering and information processing techniques.

In the field of future broadcasting technology, research has been made on still-picture broadcasting and on high-definition television. Broadcasting satellites are another subject studied at the Laboratories, in cooperation with the Government plans to launch an experimental satellite. The developmental work on satellite-borne equipment, and transmitting and receiving facilities has been making steady progress.

BROADCASTING SCIENCE RESEARCH LABORATORIES

The Broadcasting Science Research Laboratories conduct basic studies in aural-visual science and solid-state physics in order to develop future technology, in close cooperation with the Technical Research Laboratories.

In the research into aural-visual science, psychological, physiological and technological analyses are made on the functions of the eyes and ears, and the results obtained have been used as basic data to improve the quality of existing broadcasting and to develop future broadcasting systems.

The principal effort in the studies on solid-state physics is toward developing new materials and components applicable to broadcasting. This includes experiments in the growth of crystals of various materials, detailed observations of crystal structures, studies on the magnetic, electrical and optical properties of magnetic substances, and work on quantum optics.

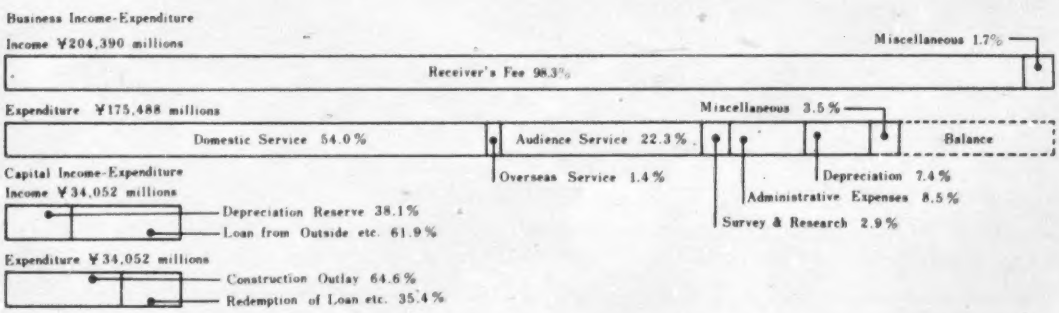
NHK-1976

Management

- Revision of Receivers' Fees

NHK held down its receivers' fees at the same low level from 1968 until June, 1976. In these eight years, inflation and growing expenditures have led to deficits in NHK's budget since 1972. The deficit at the end of fiscal 1975 amounted to a staggering ¥18.9 billion, or about $63 million.

In order to correct the imbalance between its revenue and expenditure so that it can continue its duties as a public broadcasting organ, NHK has drafted new management programs for three years up to 1978 and taken steps to increase the receiver's fee. The color television receiver's fee has been raised from ¥465 to ¥710 a month (up 52%) and the black-and-white television receiver's fee from ¥315 to ¥420 (up 33%). In all, 23,510,000 color television receiving contracts and 3,130,000 black-and-white television receiving contracts are anticipated by the end of fiscal 1976. As a result, NHK's total income for the current fiscal year is expected to amount to ¥204.4 billion, of which ¥175.5 billion is to be spent for maintaining its regular business operations in fiscal 1976.



- Reappointment of the President

The NHK President, Kichiro Ono was reappointed by the Board of Governors for another three year term in July, 1976.

Programs and Programming

NHK undertook a broader program revision than usual in April 1976. A total of 46 new programs were planned, including 18 for GTV, 11 for ETV, 12 for Radio 1, three for Radio 2 and two for VHF-FM. The major points in the program revision are as follows:

(1) Expansion of Local Services

A news program on current prefectural affairs was newly established. This is presented every weekday for 15 to 20 minutes before 7:00 p.m. In this time slot, 48 broadcasting stations throughout Japan present topics of local interest. In the case of topics affecting several prefectures, co-production of the program can be undertaken by several stations working together. Also, if necessary, the broadcasting stations may present local news even during the time reserved for regularly scheduled nationwide news reports.

(2) More Color Programs for ETV

The number of color programs on ETV will be doubled over those of the preceding year, and the color program time is to be increased to 14 hours a day by the end of the current fiscal year. There is also a new cultural series in color on ETV, including such programs as "Japanese History in Everyday Life," "The Structure of Modern Society," "Contemporary Science," "History and Civilization," "Invitation to Literature" and "In Search of Beauty". Another new ETV program is a puppet show for preschool children depicting friendship between a boy and various animals.

(3) Exchange of GTV and ETV Programs

Flexible operation of GTV and ETV, with certain programs broadcast on both networks as mentioned in the programming section (See page 11) has begun with the 1976 program revision.

(4) Expansion of Programs for Teens and Preschool Children

NHK has been ambitiously undertaking programs of this nature, but they will be even further emphasized in view of growing concern over the so-called "generation gap". Besides new dramatic and entertainment programs intended for the younger generations, there is also a new program entitled "Parent-Child Dialogue", aimed at promoting parental understanding of the problems of young people.

(5) New Evening Programs

Major new programs have been undertaken for the evening viewing hours. One type is the "NHK Special Features," using NHK's full range of abilities to present diversified reports and dramatized documentaries.

The first in this series was a depiction of icebergs, once closely surrounding an island, as they drift away in warm spring weather. Shot from the sea and the air with television cameras, this program aroused a widespread favorable response. The next program in this series presented scenes at the U.S. Air Force Base and the activities of strategic bombers, and another introduced coral reefs by using underwater cameras.

A new dramatic program series presented for 45 minutes from 10:15 p.m. is another outstanding feature of program revision. This series is planned to present works at the highest level of Japan's dramatic art.

(6) Renovation of Radio Broadcasting

In AM radio broadcasting, new programs are "Night Time Suspense", in presenting mystery stories, thrillers and science fiction rich in entertainment value, and "History and Mankind", in which the appealing qualities of historical personalities are presented with original interpretations.

- Olympic Coverage

In broadcasting the Montreal Olympic Games (July 17 to August 1, 1976), joint program production was undertaken between NHK and commercial broadcasters for the first time in the history of Japan's Olympic broadcasting.

TV coverage was transmitted via communications satellites from Montreal to Japan. NHK presented Olympic events for 77 hours and 30 minutes on television and for 62 hours and 25 minutes on radio.

Engineering

- Extending Services to Remote Areas

In Japan, where the geography is rugged and complex, television signals meet frequent obstructions, and so as many as 830,000 households are still without clear TV reception. NHK's 1976 business program calls for the construction of 200 television re-broadcasting stations (translators) and 900 common antenna television (CATV) systems in areas experiencing reception difficulties. When these have been completed, 110,000 households are expected to enjoy better television viewing.

In order to effectively relay television signals to scattered settlements in remote regions, NHK has developed small-scale and compact re-broadcasting equipment. The output power of one such translator is 0.1W or less, and the equipment specifications have been simplified for use in small areas containing up to 300 households.

This type of re-broadcasting translator, designed to minimize construction and operation costs, is expected to be effective in eliminating difficulties in television reception in all parts of Japan.

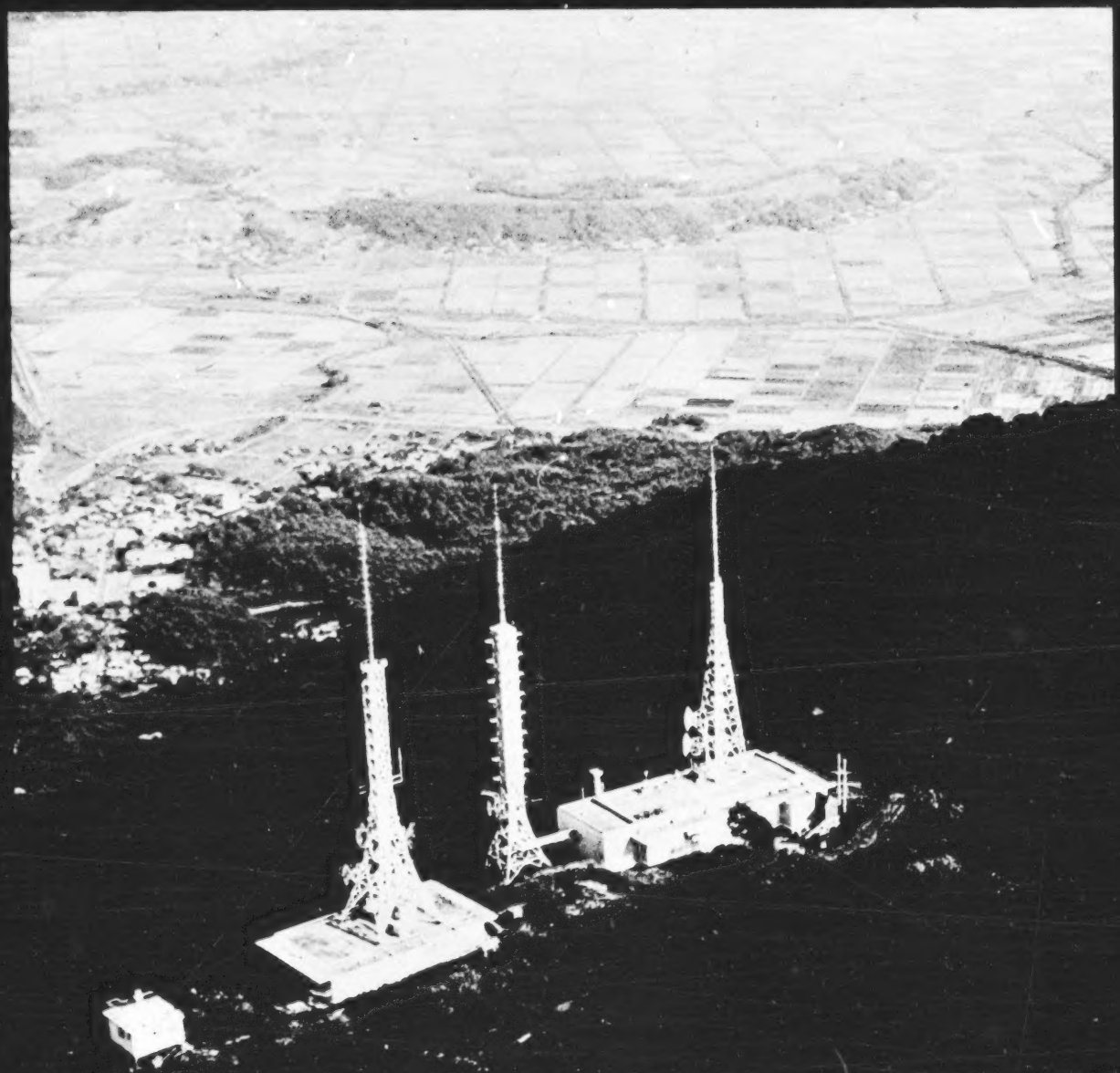
- Reception Improvement in Urban Areas

In Japan's larger cities, high-rise buildings are being constructed in growing numbers, and these frequently obstruct television reception. Particularly disruptive is the ghost image phenomenon arising from the effect of signals reflected by the buildings. Various means of suppressing the ghosting and maintaining good picture quality are now under study at NHK. Methods under study include cancellation by the receiving antenna of reflected signals which cause ghosting, cancellation or reduction of the ghost image within the receiver through the use of electronic circuits, and reduction of reflected signals by the use of a radiowave absorbent material on the outer walls of buildings.

As a further measure to counter television reception obstruction in cities, NHK began in February 1976 experiments in SHF telecasting. This experimental equipment is set up on the roof of the Broadcasting Center in Tokyo. Television programs from NHK's GTV and ETV and five commercial stations, all beamed from Tokyo Tower, are received and immediately re-broadcast at a converted frequencies in the 12 GHz band. The range of these signals is limited to several hundred meters in width and three to four kilometers in distance, but because of the nature of SHF signals, which allow good directivity even with a small-sized antenna, ghost-free pictures can be received.

- Satellite Broadcast Receiver

Another achievement of NHK's SHF technology is a satellite broadcast receiver which uses simple planar-mounted circuitry and may be mass-produced at low cost. An experiment conducted in June 1976, in co-operation with NASA, revealed that the compact SHF receiver can receive high quality pictures directly from satellite with a parabola antenna as small as 60 centimeters in diameter. This is intended for home use.



AUDIENCE RELATIONS

It is of course essential for an organization like NHK to obtain public understanding and support regarding its nature and duties. The importance of such support has increased with the diversification of the people's values and their growing desire to participate.

NHK has long made great efforts to relate to its audience. As stated before, it has undertaken public opinion polls, established the program council as stipulated in the Broadcast Law, and has also created numerous opportunities for incorporating public opinion in its business operations.

Last year, for example, NHK held 1,500 meetings with audience representatives to solicit their opinions. Individual communications to NHK totaled 1,860,000 in number. NHK maintains a special section for coping with questions and complaints by the audience, and consultations handled at this section totaled 420,000 last year. Study sessions using NHK's programs are also held frequently, and the number of participants in these sessions came to 530,000. Finally, visitors to NHK's Broadcasting Center and other broadcasting stations totaled 3,500,000.

Recently, payment of the receiver's fee by automatic bank transfer has become more popular, and about 34 per cent of payments are now made by this method. The remainder is collected by NHK's own receiver's fee collectors who visit individual homes. These visits also serve as good opportunities for listening to the opinions of the audience personally. NHK staff also willingly listen to citizen's views while gathering materials, producing programs, performing technical services and on every other occasion met with in the everyday execution of duties. These opinions are reflected in NHK's management and program compilation as far as possible. NHK thus aims always at a two-way communication between itself and the audience.

APPENDICES

MAJOR OFFICERS

Board of Governors: Shinichiro Kudo Shinichi Hase Saburo Okita Shunzo Suzuki Hachiro Murai
Choemon Tanabe Asao Miyawaki Yoshiro Kawahara Zenpuku Shinzato
Takio Kato Yoshiro Ito Nihachiro Hanamura Tsuruko Haruno

President: Kichiro Ono

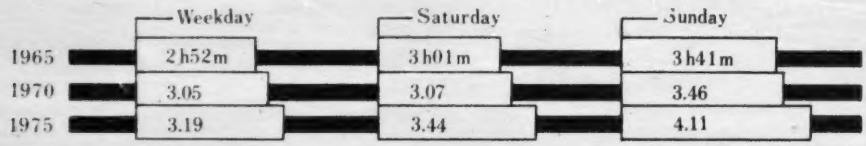
Vice-President: Tomokazu Sakamoto

General Managing Directors: Katsuki Fujishima Tadao Nomura Hiroshi Yamamoto
Masato Kawahara Yoshio Hori Masatane Nakatsuka

Managing Directors: Tadamasa Hashimoto Yoshikatsu Sawamura Masaki Sorimachi Akira Taketomi

Auditors: Yukinori Yoshida Ichiro Hatakeyama Takeo Suzuki

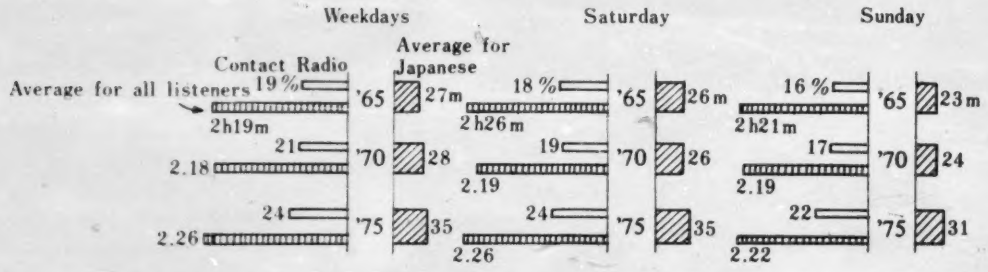
TV Viewing Hours of Japanese People



Analysis of TV Viewing Hours by Sex and Age Groups (1975)

	Male								Female							
Age	10~15	16~19	20	30	40	50	60	70~	10~15	16~19	20	30	40	50	60	70~
	h m								h m							
Weekday	2.16	2.21	2.27	2.37	2.47	3.13	4.13	4.24	2.05	2.13	3.40	3.59	3.54	4.26	4.23	4.51
Saturday	3.16	3.05	2.58	3.22	3.17	3.25	4.29	4.34	3.02	2.46	3.55	4.12	4.15	4.43	5.01	4.21
Sunday	3.35	3.58	3.59	4.06	4.01	4.26	4.55	4.56	3.53	3.39	4.10	4.05	4.25	4.34	4.59	4.31

Radio Listening Hours



ANALYSIS OF PROGRAM HOURS (Per week, fiscal 1976)

		News	Education	Culture	Entertainment	Total	Per Day
Television	General	38h 30m (31.4%)	19h 37m (16.0%)	32h 12m (26.3%)	32h 21m (26.3%)	122h 40m (100.0%)	17h 31m –
	Educational	– –	101h 10m (80.3)	24h 50m (19.7)	– –	126h 00m (100.0)	18h 00m –
Medium Wave Radio	1	52h 20m (39.4)	1h 55m (1.4)	44h 13m (33.2)	34h 32m (26.0)	133h 00m (100.0)	19h 00m –
	2	14h 30m (11.2)	101h 00m (78.0)	14h 00m (10.8)	– –	129h 30m (100.0)	18h 30m –
VHF FM		18h 06m (14.4)	8h 20m (6.6)	64h 49m (51.4)	34h 45m (27.6)	126h 00m (100.0)	18h 00m –

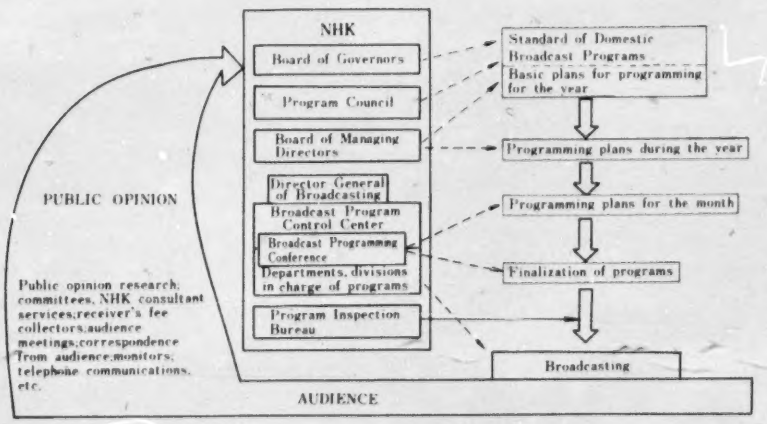
Popularity Rating of NHK's GTV Programs (June, 1976)

Day	Time	Title and type of program	Rating (%)
Thu	a.m. 7:00- 7:20	*News	26.8
Sun	p.m. 8:00- 8:45	Kaze to Kumo to Nizi to (historical drama)	23.8
Mon	a.m. 7:20- 7:35	*Local program (practical information)	20.7
Mon	a.m. 8:15- 8:30	*Kumo no Jutan (serial drama)	19.2
Sun	p.m. 7:20- 8:00	Laughter on Stage (comedy)	18.7
Tue	p.m. 7:00- 7:23	*News	17.4
Mon	a.m. 6:30- 6:55	*Bright Farm Village (Farmers' hour)	16.9

Day	Time	Title and type of program	Rating (%)
Thu	a.m. 7:35- 8:12	*Studio 102 (news show)	16.8
Tue	p.m. 7:27- 7:30	*NHK Guide	16.0
Sun	p.m.12:15- 1:00	Amateur Singing Contest	15.3
Sun	p.m.12:00-12:15	*Noontime News	15.1
Sat	p.m. 7:20- 7:30	Overseas Topics	14.6
Sun	p.m. 8:45- 9:30	Big Show (one-man show by famous artist)	14.4
Sun	a.m. 7:15- 7:30	Nature Album	14.0
Mon	p.m. 9:00- 9:45	*News Center 9p.m. (news magazine)	12.9
Mon	a.m. 6:17- 6:27	*TV Calisthenics	12.0

Note: 1. An asterisk denotes the week's highest rating for daily programs.
2. One per cent corresponds to about 980,000 viewers.

Flow of Programming


NHK
Board of Governors
Program Council
Board of Managing Directors
Director General of Broadcasting
Broadcast Program Control Center
Broadcast Programming Conference
Departments, divisions in charge of programs
Program Inspection Bureau
Standard of Domestic Broadcast Programs
Basic plans for programming for the year
Programming plans during the year
Programming plans for the month
Finalization of programs
Broadcasting
PUBLIC OPINION
Public opinion research committees, NHK consultant services, receiver's fee collectors, audience meetings, correspondence from audience, monitors, telephone communications, etc.
AUDIENCE

BROADCASTING STATIONS (fiscal 1970 – 1975)

		1970	1971	1972	1973	1974	1975
Television	General	1,224	1,446	1,677	1,896	2,095	2,296
	Educational	1,224	1,436	1,656	1,872	2,063	2,252
Medium Wave Radio	1	170	170	173	173	173	173
	2	141	141	142	141	141	141
VHF FM		300	351	391	424	444	454

CLASSIFICATION OF TV AND RADIO STATION BY POWER OUTPUT (March, 1976)

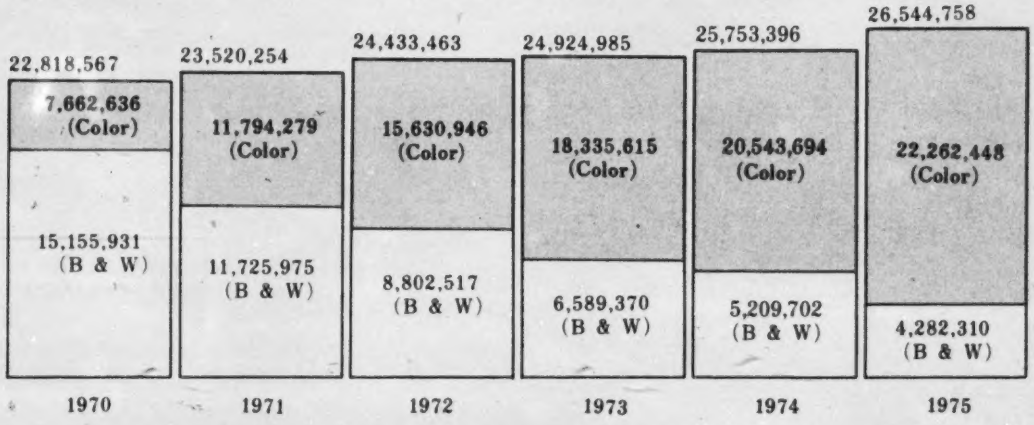
TV Station Power		50 kW	10	5	3	1	500 W	300	250	90~100	66~76	50~65	1~40	50~500 mW	Grand Total
Sub. Total	General	1	10	9	9	29	5	9	12	103	12	3	1,867	227	2,296
	Educational	1	9	7	9	22	4	9	12	102	12	3	1,840	222	2,252

Radio Station Power		500 kW	300	100	50	20	10	5	3	1	500 W	250	100	50	20~30	10	1~3	Grand Total
Sub. Total	R1			4		2	13	13	2	29	2		80	26	2			173
	R2	2	2	1	1		13	3		31	6		65	17				141
	FM						3	5	4	31	12	11	107	8	15	174	84	454

TECHNICAL FACILITIES (March, 1976)

	Studio		Camera (B & W)	Camera (Color)	OB Van (B & W)	OB Van (Color)	VTR
	Radio	TV					
Tokyo	23	22	9	116	0	10	68
Local	78	54	23	224	10	44	127
Total	101	76	32	340	10	54	195

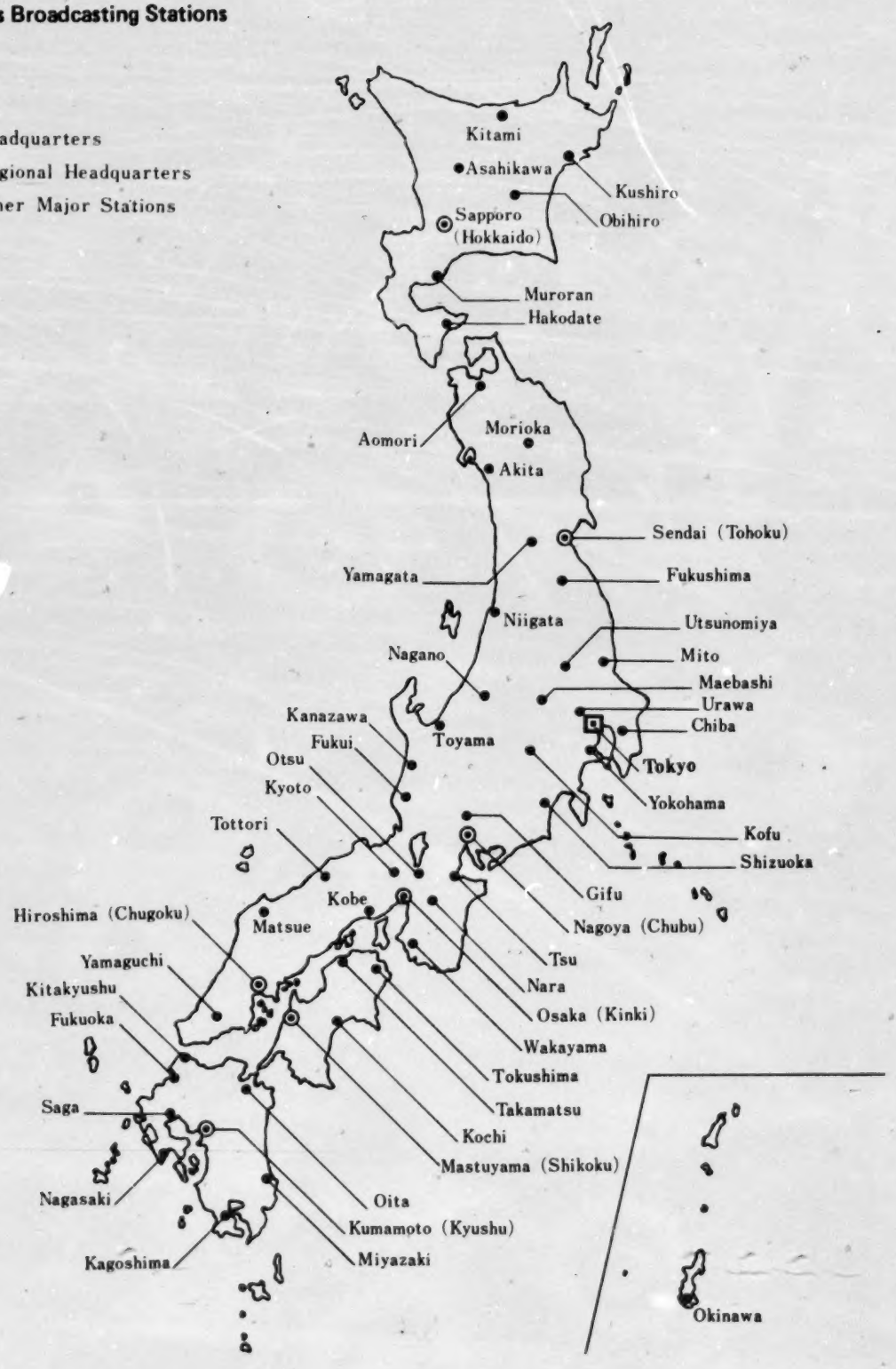
TELEVISION SUBSCRIBERS (fiscal 1970 – 1975)



NHK's Overseas Bureaus

General Bureau for Asia	Rm. 601, Shaw House, Orchard Road, Singapore 9,	SINGAPORE
Bangkok Bureau	Rm. P-7, Amarin Hotel, 526 Ploenchit Roard, Bangkok,	THAILAND
New Delhi Bureau	C 411 Defence Colony, New Delhi-24,	INDIA
Hong Kong Bureau	Botanic Terrace, Block B, Flat 3C, 3-7, Conduit Road,	HONG KONG
Jakarta Bureau	DJL Tasikmalaja 11-A, Djakarta,	INDONESIA
Peking Bureau	3-33, Second Bldg., Sanlitun Waichiao Kungyu, Chaoyang-chu, Peking,	PEOPLE'S REPUBLIC OF CHINA
Seoul Bureau	c/o The Hapdong News Agency, 108-4 Susong-Dong, Chongro-ku, Seoul.	REPUBLIC OF KOREA
Sydney Bureau	8 Dardanelles Rd., Chatswood, Sydney, N.S.W. 2067,	AUSTRALIA
General Burau for Europe	10 Rue Chardin, Paris 16e,	FRANCE
London Bureau	Rm. 090, VIS News Bldg., Cumberland Ave., N.W. 10, London,	ENGLAND
Moscow Bureau	Sadovo Samochotinaya, 12/24 Flat 13, Moscow,	U.S.S.R.
Rome Bureau	c/o RAI, Via del Babuino 9, Rome,	ITALY
Bonn Bureau	53 Bonn An Der Houss-Allee, 2-10 Presshaus 1,	FEDERAL REPUBLIC OF GERMANY
Geneve Bureau	No. 306, 41 Rue Des Paquis, 1201 Geneve,	SWITZERLAND
Correspondent in Charge of Eastern Europe Region	Strassergasse 8-12/2/21, 1190 Wien,	AUSTRIA
Correspondent in Charge of Middle East and African Region	Flat 29, 20 Saraya Gezira Street, Zamalek, Cairo,	THE ARAB REPUBLIC OF EGYPT
	Rm. 23, Dadis Bldg., 84 Colombani Sadat Street, Beirut,	LEBANON
General Bureau for America	Rm. 1702, 850 Third Avenue, New York, N.Y. 10022,	U.S.A.
Washington Bureau	Rm. 935, National Press Bldg., Washington, D.C. 20004,	U.S.A.
Rio de Janeiro Bureau	Apt. 1102, Laranjeiras General Glicerio 364, Rio de Janeiro,	BRAZIL
Buenos Aires Bureau	Colonel Diaz 1737, 7°-29, Buenos Aires,	AEGENTINA
Mexico Buerau	Paseo De la Reforma 46-6, Z-1 Mexico D.F.,	MEXICO

NHK's Broadcasting Stations



BRIEF HISTORY OF NHK

Mar. 1925 First radio broadcasting by Tokyo Broadcasting Station – one of the predecessors of present NHK (March 22 has been set as Broadcast Day since 1934.)

Oct. 1925 Japan's first outside broadcast (on-the-spot coverage of a parade).

Aug. 1926 NIPPON HOSO KYOKAI or Japan Broadcasting Corporation, a corporate juridical body, was established to form a national broadcasting organization.

Aug. 1927 First on-the-spot broadcast of a baseball match.

Nov. 1928 First nation-wide relay broadcast (on-the-spot broadcasting of the Enthronment Ceremony of the Emperor).

Feb. 1930 First successful long-distance short wave relay broadcast from London.

Jun. 1930 NHK Technical Research Laboratories was established, research on TV began.

Dec. 1930 First Japan-U.S. exchange of Christmas programs via short wave.

Apr. 1931 The Second Radio Network was put into operation.

Jul. 1932 Deferred broadcasts of highlights of the 10th Olympic Games were relayed from Los Angeles.

Nov. 1932 Japan's first recorded broadcast beamed from Geneva.

Apr. 1935 Nation-wide transmission of school broadcast began.

Jun. 1935 Regular overseas broadcasts were inaugurated.

Jun. 1936 On-the-spot broadcasts of the 11th Olympic Games in Berlin were successfully carried out.

May 1939 Experimental telecast was successfully conducted by Technical Research Laboratories.

Nov. 1941 First recorded relay broadcasting of a parliamentary session.

Aug. 1945 Broadcast of the recorded decree by H.I.M. the Emperor stating the end of the Pacific War.

Jun. 1946 Radio and Television Culture Research Institute was established.

Jun. 1949 Use of magnetic tape-recorders began.

Jun. 1950 Under the Broadcast Law, the corporate juridical body, Nippon Hoso Kyokai turned to a special juridical body. Board of Governors established.

Mar. 1952 NHK succeeded in trial wireless color telecast.

Jul. 1952 On-the-spot broadcasts of the 15th Olympic Games in Helsinki.

Dec. 1952 First stereophonic braodcast using two radio networks.

Feb. 1953 NHK's Tokyo Television Station inaugurated regular television broadcasting.

Jun. 1953 On-the-spot broadcast of the Coronation Ceremony of Queen Elizabeth II in a tie with BBC.

Oct. 1954 First practical application of kinescope recording in a TV relay of a Kabuki drama.

Mar. 1956 Broadcast Museum opened in Radio and TV Culture Research Institute.

Nov. 1956 On-the-spot broadcast of the 16th Olympic Games in Melbourne.

Jul. 1957 First Asian Broadcasters' Conference was held in Tokyo.

Dec. 1957 Experimental FM broadcast on VHF band inaugurated in Tokyo area.

Jul. 1958 Use of video tape recorder began.

Jan. 1959 NHK inaugurated Educational TV Network in Tokyo area.

Apr. 1959 Special broadcast of the Wedding Ceremony of H.I.H. the Crown Prince.

Nov. 1959 Dispatch of NHK's special overseas coverage teams was started.

Aug. 1960 On-the-spot radio and TV broadcasts of the 17th Olympic Games in Rome

Sep. 1960 Regular color television broadcasts were commenced.

Jun. 1961 Central Training Institute was established.

Apr. 1963 NHK Correspondence Senior High School was opened. Construction of NHK Broadcasting Center began.

Nov. 1963 First experimental transmission by the communications satellite was conducted successfully (between Japan and U.S.A., Europe).

Apr. 1964 The 2nd International Conference of Broadcasting Organizations on Sound and TV School Broadcasting was held in Tokyo by NHK.

Oct. 1964 Broadcasting of the 18th Olympic Games in Tokyo.

Oct. 1965 The first phase of construction of NHK Broadcasting Center was completed.
NHK established "Japan Prize" International Educational Program Contest (annually).
2nd General Assembly of ABU was held in Tokyo by NHK as host organization.

Mar. 1966 Nation-wide color television network completed.

Jun. 1966 1st ABU Administrative Council was held in Tokyo.

Jun. 1967 First global live TV program "Our World" was broadcast jointly by 14 nations through 4 satellites.

Jun. 1968 The 2nd phase construction of NHK Broadcasting Center was completed.

Oct. 1968 Color broadcast of the 19th Olympic Games in Mexico.
NHK-TOPICS started its operation.

Sep. 1969 First telecast of political view.

Jan. 1970 Experimental TV sound multiplex broadcast inaugurated.

Mar. 1970 Color broadcast of EXPO '70 in Osaka.

Jan. 1971 Experimental UHF broadcast inaugurated in Tokyo and Osaka.

Mar. 1971 Experimental SHF broadcast inaugurated at Technical Research Laboratories.

Aug. 1971 FM station in each prefectural capital throughout the country was completed.

Oct. 1971 All General Television Service Programs were presented in color.

Feb. 1972 Broadcasting of the 11th Winter Olympic Games in Sapporo.

Sep. 1972 First satellite TV transmission between China and Japan.

Jun. 1973 NHK Hall opened for service.

Jul. 1973 The Broadcasting Center completed; concentration of NHK's functions accomplished.

Nov. 1974 11th General Assembly of Asian Broadcasting Union was held at Broadcasting Center.

Mar. 1975 50th anniversary of inauguration of broadcasting in Japan.

Nov. 1975 International Broadcasting Symposium was held at Broadcasting Center.